

# Dana Amir

SENIOR UX/UI DESIGNER

Rosh HaAyin, Israel

## EDUCATION

**Netcraft academy**

2017

User experience design

**Ness collage**

2014

Html 5 & Javascript

**Hacker U**

2009-2010

Webmaster

**Masa Acher**

2006-2009

Documentary Photography

## SKILLS

- User experience
- User interface
- App design
- Wireframing & prototyping
- Vibe coding
- Attention to detail
- Design system
- AB testing
- User research

## EXPERTISE

### Languages

- Hebrew – native
- English – fluent

### Technical

- Figma
- Sketch
- Adobe Suit
- Microsoft Office



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## PROFILE

Nice to meet you,  
I am an Experienced Product Designer and UX Specialist with over 15 years of turning complex ideas into intuitive, user-centered digital solutions. Passionate about combining creativity with a user-first mindset to craft products that are both functional and delightful to use.

## EXPERIENCE

### Lead UX/UI at Datos Health

2021 – 2025

Designing both a complex clinical system and a mobile application for Datos healthcare platform. Led the end-to-end design process, from user research and flows to wireframes and high-fidelity interfaces, while integrating AI capabilities to enhance decision support and user experience for clinicians and patients.

### Lead UX Expert and project manager at ECI

2021 – 2021

Improved product usability for complex SaaS communication platform, focusing on creating user-centered workflows and interfaces for a highly technical system. Collaborated extensively with development and research teams to translate complex requirements into intuitive design solutions, ensuring usability and consistency across the platform

### Senior UX Expert and project manager at UXPERT

2018 – 2020

Worked as a UX Designer in a project-based company, leading the design of diverse projects for clients such as banks, startups, and the Airports Authority. Responsible for user experience research and design, as well as project management, ensuring end-to-end delivery of tailored solutions.

### UX UI Designer at NESS

2011 – 2018

Worked as a UX/UI Designer on diverse client projects across industries. Led project workflows while designing user-centered experiences and interfaces, and created marketing materials to support client communication and business objectives.

## PERSONALITY

- Adaptability
- Strong communication
- Teamwork
- Problem-solving
- Willingness to learn
- Great sense of humor